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ORTIZ & LOPEZ, PLLC Patent Attorneys P.O. Box 4484 Albuquerque, NM 87196-4484			EXAMINER JANVIER, JEAN D	
			ART UNIT 3622	PAPER NUMBER

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Please find below and/or attached an Office communication concerning this application or proceeding.

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<b>Office Action Summary</b>	<b>Application No.</b> 10/750,486	<b>Applicant(s)</b> LOPEZ ET AL.	
	<b>Examiner</b> Jean D Janvier	<b>Art Unit</b> 3622	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 01 January 2004.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-21 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-21 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)  | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

## **DETAILED ACTION**

### **Specification**

### **Priority Data**

This is a divisional application of co-pending prior patent Application Serial No. 09/684,737, filed on October 6, 2000.

### **Status of the claims**

Claims 1-21 are currently pending in the Instant Application.

### ***Claim Objections***

Claims 1, 11 and 21, 2-3 and 12-13 are objected to because of the following informalities:

Claims 1, 11 and 21 recite the limitations “configuring a handheld device with a removable smart card adapted to use with said handheld device” or “a smart card adapted for use with said handheld device”. However, the claims never disclose the contributions of the configuring step. In other words, the claims fail to recite whether or not the configuring step is used to download user’s information or coupon data from the smart card to the handheld device. To this end, the configuring step does not play any role and it is considered to be a **dormant or passive claim limitation**. Hence, for examination purpose, the configuring step will be broadly interpreted or it will not be given any

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patentable weight. Further, the Applicant is reminded that the Examiner does not read limitations from the specification into the claimed invention.

Concerning claim 1, line 3, "...removeable" should apparently be --removable--.

Concerning claims 10 and 20, lines 1-2, "... wherein said at least negotiable economic credit..." should apparently be --...wherein said at least **one** negotiable economic credit...--.

Appropriate corrections are required.

***Claim Rejections - 35 USC § 112***

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Claims 2-3 and 12-13, 6-7 and 16-17 are rejected under 35 U.S.C. 112, second paragraph, as being incomplete for omitting essential elements, such omission amounting to a gap between the elements. See MPEP § 2172.01.

Claim 2 recites the limitations "...automatically storing said at least one negotiable economic credit in a memory location of said smart card". First of all, it appears that the claim is referring to the at least one stored negotiable economic credit mentioned in controlling claim 1. However, this negotiable economic credit was retrieved

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from the memory of handheld device and redeemed during a synchronization process with a POS as disclosed in claim 1. Arguendo, even if another negotiable economic credit were to be retrieved from the memory of the handheld device and uploaded into the memory of the smart card (not claimed), it would have been unclear how this process would have been conducted. Therefore, retrieving the supposedly stored negotiable economic credit from the smart card, as recited in claim 3, is also questionable. Further, the retrieving step is incomplete and does not play any significant role since it is unclear where, how and for what purpose the negotiable economic credit was downloaded from the smart card.

Moreover, claims 12-13 suffer from the same deficiencies as recited in claims 2 and 3 respectively and are rejected accordingly.

For examination purpose, claims 2-3 and 12-13 will be broadly interpreted.

Concerning claims 6-7 and 16-17, the limitations "...retrieving said at least one negotiable economic credit from a contact or contactless interface between said smart card and said hand held device" render the claims indefinite. Here, it is unclear whether said at least one negotiable economic credit is being retrieved from a contact or contactless interface or from the smart card or from the handheld device and that the contact or contactless interface facilitates the retrieval or transfer. Furthermore, it is unclear whether said at least one negotiable economic credit is being transferred from the smart card to the handheld device via the contact or contactless interface or the other way around that is from the handheld device to the smart card memory.

For examination purpose, claims 6-7 and 16-17 will be broadly interpreted.

Regarding claims 9 and 19, in the limitation “WIN network”, the acronym “WIN” renders the claim indefinite. Although this acronym may be well known, however, it still needs to be defined at some point within the claimed invention to thereby avoid any ambiguity or confusion. See MPEP § 2173.05(d).

### **Claim Rejections - 35 USC § 102**

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351 (a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-3 and 6-21 are rejected under 35 U.S.C. 102(e) as being anticipated by, US Patent 6, 450, 407B1 (This rejection is based on the Examiner’s understanding of the claimed invention).

As per claims 1-3 and 6-21, Freeman discloses a method and system for providing advertisement information and electronic rebate or credit to a consumer for reading the an advertisement and for buying a product featured in the advertisement, wherein the advertisement information and the electronic rebate information (cash or financial reward) are transferred to the consumer's handheld device or chip card memory over a plurality of communication channels or communication means (or networks) including the Internet and wireless means (wireless networks) (col. 6: 2 to col. 7: 59; fig. 3; col. 9: 11-18). In general, once a rebate is stored in the memory of the chip card, the consumer can then take the chip card to a participating POS, where it can be used (redeemed) during a synchronization process with the POS terminal. **Indeed, rebates are conveyed or provided to the consumer by communication from the advertisement information provider to the customer's chip card memory via a multiplicity of possible channels or communication means including a personal computer, a portable chip card reader, a point-of-sale (POS) terminal, a handheld device, a home or business telephone, a vending machine, a cellular phone, a pager, a mass transportation payment station, a television and/or television set-top box or an automated teller machine (ATM).**

In one instance, rather than giving a discount at the point of sale, instead a rebate in the form of electronic money is transferred therefrom and stored in the chip card memory for later retrieval and consumption. In fact, during a purchase transaction at a POS when the chip card is used to purchase a product, the system determines whether a rebate is associated with the product being purchased, and if a rebate is associated with

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the product, then the rebate in the form of electronic money is entered into the memory of the card during the purchase transaction (col. 6: 1 to col. 7: 21; col. 9: 11-18).

The system further includes the steps of tracking and storing integrated relational information regarding advertisement information, products and customer's buying habits with respect to those products for which rebates have been given and related advertisements have been viewed, the number of times an advertisement stored on the chip card has been retrieved and display on a screen coupled to the chip card (conducted in a wireless mode), wherein this tracking information (profile information) can be stored in the memory of the chip card or on a network database and used to provide targeted advertisement and hence, targeted rebate to the consumer. In other words, determination of which particular advertisement information and associated rebates to transfer and store onto the chip card may be based on customer information available to the providers of the advertisement information and collected directly or indirectly from the consumer (in a wireless or non-wireless environment). Additionally, electronic money may be put into electronic purse (chip card) without any purchase of the product associated with the advertisement and the system could be so configured such that the amount of electronic money loaded therein would be a function of how much information (profile data) the consumer was willing to share to provide better targeting of the advertisement and hence, the rebate distribution. The more user-characterizing information or profile allowed by the consumer for targeting, the more there would be rebated per advertisement downloaded (col. 9: 20-28; col. 11: 6-8; col. 13: 60-64). The system is further operable to vary the value of the rebate that may be associated with a product based on purchases made by the user or based on the number of purchases made by the user,



increase the value of the rebate with increasing number of purchases of the product associated with the rebate and so on (varying the value of a rebate based on the user's transaction history or profile stored on the chip card), wherein the value of the rebate may be downloaded, from a web site over a network or the Internet, onto the chip card memory with the download of the advertisement information and the step of entering the rebate into the memory of the card as electronic money may comprise loading the amount of the rebate into the electronic purse of the chip card. Alternatively, the value of the rebate may be stored on a computer network or a point of sale terminal until the time of a purchase at which a rebate is made to the user.

**In short, the rebate may be transferred or entered into the memory of the chip card by the user via a network or the Internet or a cash register or other point-of-sale device, a personal computer, a portable chip card reader (contact interface), a handheld device (wireless means or wireless network or contactless interface), a home or business telephone, a pay telephone, a vending machine, a cellular phone (contactless interface), a pager (contactless interface), a mass transportation or toll payment station or toll booth (transferring the rebate or credit to the handheld device via a wireless network or contactless interface), a television, television set top box and an automatic teller machine (ATM).** The advertisement related to the rebate is conveyed to the user and transferred to the user's chip card in a similar manner using similar communication means.

(Col. 9: 35 to col. 10: 23; col. 12: 3-55; col. 13: 35 to col. 15: 12; fig. 2).

In addition, the stored rebate (stored on the memory of the chip card or handheld device), in the form of electronic money, may be spent (redeemed) or transferred by the user during a communication or synchronization with **a cash register or other point-of-sale device (during a transaction at a POS), a personal computer, a portable chip card reader, a handheld device (wireless means or wireless network), a home or business telephone, a pay telephone, a vending machine, a cellular phone, a pager, a mass transportation or toll payment station or toll booth (wireless transaction with a toll booth), a television, television set top box and an automatic teller machine (ATM).** See col. 10: 24-32.

In summary, the user receives a targeted advertisement, based on profile information stored on the chip card, wherein the targeted advertisement is related to a product and the user is provided with a targeted rebate for downloading the targeted advertisement to his chip card and for buying the featured product.

See in general col.15: 41 to col. 16: 50; figs 4-8.

### **Claim Rejections - 35 USC § 102**

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international

application filed under the treaty defined in section 351 (a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

**Claims 1, 11, 21, 6-10 and 16-20 are rejected under 35 U.S.C. 102(e) as being anticipated by Guthrie, US Patent 6, 467, 686 (This rejection is based on the claims as presented in the Application).**

As per claims 1, 11, 21, 6-10 and 16-20, Guthrie discloses a system for providing electronic coupons or negotiable economic credits to a user over the Internet or any computer network having a server containing a central repository or database (coupon source) storing the electronic coupon data, wherein the electronic coupon data (broadly treated here as reward, credits or cash) are downloaded to the user's portable device or handheld device or coupon scanner connected to a cradle during an interaction or synchronization between the central repository and the coupon scanner. The stored coupon data are marked **with a unique personal identifier that will electronically stamp the coupon data with the user's personal information**. Once the user has uploaded the coupon scanner or handheld device with the desired coupon data, the user can take the coupon scanner to a retail store where he can redeem the electronic coupons at the retail store checkout through a POS cradle (docking station 22 of figs. 1, 6 and 7, infrared device interface or **wireless device** or wireless network or telecommunication network) located at the checkout used to upload or transfer the coupon data from the

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coupon scanner to the retail store system (synchronization of POS and handheld device) and wherein the cradle is an infrared transceiver device interface or wireless device interface. In other words, a wireless connection (wireless communication network) is used during the synchronization process between the coupon scanner or the handheld device and the retail store POS system to transfer coupon data related to at least one electronic coupon or negotiable economic credit from the coupon scanner to the retail store POS system (Col. 4: 64 to col. 5: 24; See claims 1, 8 and 22 of the current reference).

In short, Guthrie supports transferring a credit or coupon, stored in the memory of the customer's handheld device, from the handheld device to a store POS system to thereby perform a redemption and wherein the transferring or synchronization is conducted in a wireless mode.

### **Claim Rejections - 35 USC § 103**

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

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This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

Claims 4-5 are rejected under 35 U.S.C. 103(a) as being unpatentable over Freeman, US Patent 6, 450, 407B1.

As per claims 4-5, Freeman does not disclose that the smart card is a combi or hybrid smart card.

However, Applicant discloses on page 67 and lines 3-5 of the specification, as quoted below, that the use **of a combi or hybrid smart card is well known in the art**: “Two additional categories of **smart codes**, well known in the **art**, which are based on contact and contactless cards, are the so-called Combi cards and Hybrid cards”.

Furthermore, the type of smart card used to store at least one rebate or credit is a matter of preference or desires, which does not directly impact the storing or the retrieving of the rebate or credit from the smart card (or chip card).

Therefore, an ordinary skilled artisan, reading or implementing the system of Freeman, would have been motivated at the time of the invention to consider utilizing popular chip cards (smart cards), such as combi or hybrid cards, to store rebates or credits thereon and to retrieve the stored credits or rebates therefrom during a wired or wireless connection (contact or contactless interface) between the chip card and a plurality of channels, thereby rendering the system more flexible and adaptable to be synchronized or connected, via a contact or contactless interface (wired or wireless interface or contact), to other computing devices such as computers, cash registers or other POSes, pagers, handheld devices, cellular devices, chip card reader interfaces, etc., to download rebates or credits therefrom into the chip card memory or to upload from the chip card memory or internal database rebates or credits thereto during a redemption process.

### **Conclusion**

The following references, although not officially used, are considered to be highly relevant.

US Patent 6,505,773B1 to Palmer discloses an online coupon issuing and redeeming system. The issuing system, including an issuing station or server located at the manufacturer's or clearinghouse site, generates customized advertisements and electronic coupons. The issuing system further comprises a consumer's computer, located at a consumer's site and coupled to a smart card reader/writer used to receive a smart card input from the consumer. Coupons are selected and downloaded from the issuing station or server over the Internet to the consumer's PC, which transfers the electronic coupons via the smart card reader/writer to the smart card inserted therein. In fact, when a consumer requests via his PC coupons from the issuing station or

server over a communication network or the Internet, in response the issuing station transmits related targeted advertisements along with the coupons it generates to the consumer's PC. Furthermore, a program or management module provided by the issuing station runs on the consumer's PC to thereby making sure that the consumer absorbs or reads the entire advertisement before transferring the coupons to the smart card via the smart card reader/writer linked to the consumer's PC. The consumer can then take the smart card having the coupon data encoded thereon to a participating retailer's POS, which is equipped with the traditional software and hardware in addition to a smart card reader/writer interface capable of reading the consumer's smart card. At the retailer's POS, the customer or consumer or the clerk or cashier inserts the smart card into the smart card reader/writer, which reads the coupon data stored therein and if one or more matches are found between one or more product UPC codes in the smart card and one or more purchased items in the customer's order, then a price reduction is applied to the customer's order and the smart card (microchip-based device) memory is updated accordingly to reflect this redemption (or by deleting expired coupons maintained therein) (fig. 6). The redemption process is secured because of tamper-protected access to the coupons stored in the smart card memory. Palmer also discloses receiving the user's profile data from the user's smart card and using the profile data to transmit a customized coupon to the user (See abstract; col. 1: 11-17; col. 1: 50 to col. 2: 57; figs. 1-9; col. 3: 31-40; col. 3: 53-67; col. 4: 9-13; col. 4: 14 to col. 5: 26; col. 6: 21-32; col. 6: 33-46; see claims 3-9 of the present reference).

US Patent 5, 192, 854 to Counts discloses a system wherein a customer using a coupon scanner or portable device scans coupon information from a paper coupon and stores the scanned coupon information into the memory of portable device and wherein the customer takes the portable loaded with the desired coupon data to a store POS where one or more coupons are redeemed during a synchronization process.

WO 98/19229 to Fajkowski discloses a system for providing a coupon card or value card or handheld apparatus, from a coupon card issuer, containing one or more coupons or multiple coupons on a single product or service to a customer, who uses the coupon card for redeeming one or more stored coupons during a transaction at a POS or retail establishment, wherein, upon inserting the customer's unique coupon card 1 into the retail establishment periphery device 100 and detecting the presence of at least one stored coupon associated with a product in the customer's order (when a product UPC code stored on the coupon card matches a product UPC code in the customer's order), a price reduction is applied to the customer's transaction and the retail establishment is subsequently credited or reimbursed for honoring or redeeming the at least one coupon retrieved from the customer's coupon card 1 (See abstract; page 4: 24 to page 9: 7).

Further, the coupon card 1 may include a customer's identification number, which allows the provider of the coupon card and/or manufacturer (supplier) to uniquely identify each individual user to whom a coupon card 1 is registered, thereby enabling purchase habits or behavior of each individual user to be extracted from collected sale data associated with each user and used by the supplier or manufacturer or retailer in further marketing analysis in order to prepare targeted coupon packages (advertising messages and other promotions) for the each individual registered user, wherein the targeted coupon packages are transmitted to each individual coupon card 1, to offer real-time rebates to a user or to increase/ decrease a coupon value of a coupon already stored on an identified coupon card 1 in reaction to the user's response to a current promotion. Indeed, a clearinghouse 300 receives from a plurality of different POS periphery devices 100, used to download/upload coupon data to the users' coupon cards and linked to servers 200 related to different stores, transaction data associated with the users identified by the coupon cards 1 or handheld devices and compiles a detailed remote database of the purchasing habits or behavior of all users of coupon cards 1. From this remote database, precise marketing profiles and reports can be provided to the manufacturer or supplier (retailer) and used to generate customized coupon packages by the manufacturer or supplier (retailer) for the benefit of the individual users of the coupon cards 1. **Coupon data directed to a particular user of a coupon card 1 are transmitted from the manufacturer or supplier to the clearinghouse 300 to be uploaded by a periphery device 100, linked to the clearinghouse 300 via server 200, to the coupon card 1 during a transaction or redemption process at a retail establishment involving the identified coupon card 1** (See abstract; page 4: 24 to page 9: 7; page 19: 27 to page 20: 8; page 32: 11 to page 33: 6).

Further, redemption data are transferred to the coupon card 1 by periphery device 100 during a redemption process at the retail establishment (page 28: 26-28). During a



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transaction process, the periphery device 100 indicates if there is a manufacturer instant rebate for any product currently in the customer's order. In the affirmative, the system or rebate system allows the customer to instantly receive credit for the rebate, while quickly and efficiently supplying the manufacturer or retailer with both the demographic data and stimulation power the rebate is intended to provide in the first place, wherein the demographic data are used to further measure the effectiveness of the system and to further distribute rebates to the identified user or customer of the coupon card 1 (page 22: 21-24; page 27: 14-31).

In addition, the user can download one or more coupons from an Internet source to his computer, connected over the Internet, where the one or more coupons can be uploaded to the user's coupon card or handheld apparatus. The user can also download the one or more coupons from a kiosk or dispenser (first computer) located in a store (page 7: 25 to page 8: 21; fig. 19a). Finally, Fajkowski discloses synchronizing (via a contactless or wireless interface) two coupon cards to thereby transfer information or coupon data from one coupon card to the other.

See also page 12: 2; to page 13: 16; page 13: 31 to page 14: 9; page 14: 18-28; page 31: 6-24; page 32: 11 to page 33: 6; page 39: 26 to page 40: 33.

US Patent 6, 332, 127 to Bandera discloses a system for providing a coupon to a customer wherein the coupon is downloaded from a web server and uploaded on the customer's PDA device for permanent storage and wherein the PDA device is wireless connected to a store POS during a redemption process (figs 9A-9B; col. 9: 49 to col. 10: 31).

US Patent 5, 870, 030 to Deluca discloses a system for providing a coupon to a customer for answering quizzes related to advertisements displayed on the customer's pager and wherein the coupon data are downloaded from a remote system and uploaded

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on the customer's pager memory for permanent storage and wherein the pager having a bar code related to the stored coupon is scanned during a redemption process at a POS terminal (fig. 8; col. 10: 29 to col. 11: 2; col. 12: 26-45).

US Patent 6, 332, 128 to Nicholson discloses a system for providing a multi-level discount coupons to a customer wherein the discount coupons are encoded on a RF device, such as a transponder

US Patent 6,385,591B1 to Mankoff teaches a system for distributing electronic coupons to users over the Internet. A user selects a given link in a displayed web page, related to a server or first server, on a client machine or first computer, wherein the given link is an image embedded in an advertising banner displayed on the web page such that a user click-through on the banner automatically generates an electronic coupon or virtual coupon, which is downloaded by the user from the first server and saved on a local database or memory on the client machine or first computer. Thereafter, following this recording or saving, the electronic coupon (coupon information) is retrieved and transferred to a handheld device or PDA, having a memory means or database file to store the transferred coupon information, via a communication interface when the PDA is synchronized to the client machine. The user can then take the PDA to a local store POS terminal or second computer, where the coupon information can be retrieved from the memory of the PDA during a redemption process when the required product is bought. Further, the operator of the first server may provide the coupon distributions service for a fee. Finally, the retail store where the coupon was redeemed receives appropriate compensation, for honoring the coupon submitted by the user via his PDA, from the advertiser (manufacturer or retailer) who provides the coupon (See abstract; col. 1: 11-16; col. 1: 44 to col. 2: 34; col. 3: 50-67; col. 4: 18-67; col. 5: 7-11; col. 5: 27-53).

Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (703) 308-6287). The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to

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reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (703) 305- 8469.

For information on the status of your case, please call the help desk at (703) 308-1113. Further, the following fax numbers can be used, if need be, by the Applicant(s):

After Final-703-872-9327 Before Final -703-872-9326

Non-Official Draft- 703-746-7240

Customer Service- 703-872-9325

JDJ

08/05/04

A handwritten signature in black ink, reading "James Sean Rario". The signature is written in a cursive style with a large, stylized initial "J".